



NOTICE OF DECISION

December 23, 2019

RE: DR17-1112-S (PDR2019-00180): The Collab HSP

Dear Applicant:

Staff has reviewed the revised drawings received for Administrative Design Review regarding The Collab HSP. Staff has made the following findings:

- The project is consistent with the LDC and applicable design guidelines;
- The project is compatible with adjacent and nearby development; and
- The project design provides for safe and efficient provision of public services.

Based on the above, staff has approved this Administrative Design Review with the following attached information and conditions:

- Heritage Sign Plan: The proposed Heritage Sign Plan is for the The Collab located at the west of the southwest corner of Gilbert Road and Vaughn Avenue within the Heritage Village Center zoning district.
- The proposed Heritage Sign Plan for The Collab will comply with all signage requirements of the Land Development Code (LDC), Article 4.4 – Sign Regulations and 4.4013, Heritage Village Center Zoning District Sign Regulations.

If you have any questions regarding the above, please contact me at (480) 503-6729 or Amy.Temes@gilbertaz.gov.

Sincerely,

A handwritten signature in black ink, appearing to be "Amy Temes", written over a horizontal line.

Amy Temes
Senior Planner

Attachments: The Collab Heritage Sign Plan (13 pages)



The **C O L L A B**

Heritage Sign Plan Submittal

December 23, 2019

PREPARED BY: **SVGN**
LANGUAGE

APPROVED
Administrative Design Review
Case # DR19-185 (DR17-1112-S)
Date 12/23/2019

PREPARED FOR: **LGE**
DESIGN BUILD

Introduction

The Collab consists of one 4 story building with space for 4 retail tenants on the ground floor and office space on floors 2 through 4. It is located at 325 N. Ash Street, Gilbert, Arizona in the Heritage Village Center District.

There are 2 categories of signage for The Collab: Overall Project Signage and Tenant Signage.

All signage will follow the Town of Gilbert Sign Code and requirements as set forth in Article 4.4 Sign Regulations of the Land Development Code and the Heritage Village Center Zoning District Codes.

Overall Project Signage

The signs required to identify the building will consist of an internally illuminated double sided Projecting Building ID Blade Sign on the North East corner of the North Elevation. Illuminated "Office" lettering will be placed on the canopy in front of the Office Lobby.

Tenant Signage

Tenants are encouraged to be creative with their signage using design and lighting to enhance their branding as long as it conforms to the Heritage Village Center Section 4.408 of the Town of Gilbert Sign Code. Photos of allowable sign configurations are shown on the East and West Elevation pages. Allowable types of lighting can include but are not limited to: exposed neon and internally lit channel letters.

Allowable types of signs include but are not limited to illuminated dimensional letters and logos mounted on canopies and on the top floor of the building and suspended blade signs.

Allowable tenant sign envelopes are dotted in red on each building elevation. Signage may extend beyond dotted boundaries if in compliance with the Gilbert Sign Ordinance and Landlord approval. Non– contiguous sign placement may be allowed with Landlord approval. Signs may not exceed 80% of the available vertical or horizontal areas. Signs may not cover architectural features or embellishments.

Raceways are not permitted by Code. The raceways must be hidden behind architectural features or set back far enough behind the front of the canopy to not be visible at adjacent street level.

Per Code, double frontage allowance for first floor tenants may not all be used on a single side of the building,

Per Code, second through forth floor tenants are only permitted signage on the top floor with a maximum of two tenants. Those two tenants may use all of their allowance for a single sign or split it to more than one elevation.

An additional 25% sign allowance has been applied to Projecting Building ID and First Floor Wall Signs.

Code does not permit the 25% additional sign allowance for Top Floor Signs.

Top floor sign area shall not be counted against the Projecting Building ID and First Floor sign allowance.

Wall murals are allowed as long as they do not contain tenant names, items sold or advertised on premises, or advertising copy. If there is any concern regarding mural design, Town of Gilbert staff should be consulted prior to installation.

Tenant Sign Approval Process

All signs must be approved by the Landlord prior to submitting for sign permits.

All signs that meet the HSP guidelines and are in conformance with the Land Development Code (LDC) shall be reviewed administratively as part of the sign permit process to ensure they meet guidelines for appropriate design, materials and color of fixtures as set forth in the Heritage District Development Plan.

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Key:

- Building ID
- First Floor Tenants
- Second - Fourth Floor Tenants (max 2 tenants) per elevation



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PROJECTING BUILDING ID AND FIRST FLOOR WALL SIGN ALLOWANCE

Building Length:
128' x 1.5 = 192 SF
Double Frontage Allowance:
192 SF x 2 = 384 SF
384 SF x 25% HSP = 96 + 384 SF
Total Projecting Building ID and First Floor Wall Sign Allowance:
480 SF

DISTRIBUTION OF PROJECTING BUILDING ID AND FIRST FLOOR WALL SIGN ALLOWANCE

- Sign 1 - Projecting Building ID Sign
104 allowable
- Sign 2 - Office
37.5 SF Single Sign Allowance
75 SF for Double Sign Allowance
- Sign 3 - Suite A
40.5 SF Single Sign Allowance
81 SF Double (or more) Sign Allowance
- Sign 4 - Suite B
45 SF Single Sign Allowance
90 SF Double (or more) Sign Allowance
- Sign 5 - Suite C
34 SF Single Sign Allowance
68 SF Double (or more) Sign Allowance
- Sign 6 - Suite D
31 SF Single Sign Allowance
62 SF Double (or more) Sign Allowance

*Double frontage may only be used if signs are located on more than one side of the building.
** The 25% additional SF has already been applied to the total allowable SF number. No additional % is available.
First floor tenant signs may only be located on the wall or canopy located directly adjacent to the corresponding suite.
First floor tenant sign height may not exceed 36".

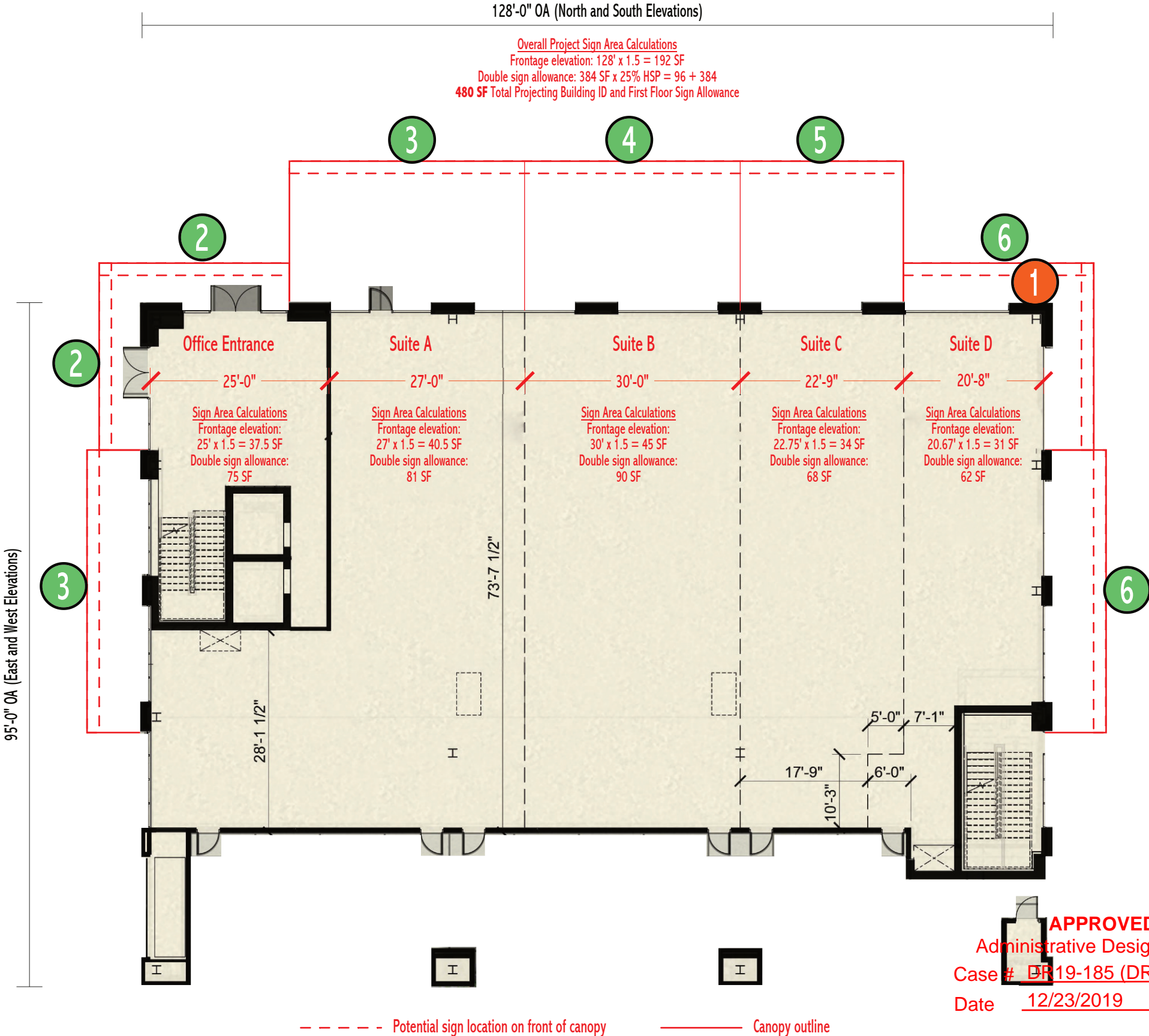
TOP FLOOR TENANT SIGNAGE ALLOWANCE

Top Floor Tenant signage allowance is independent from Projecting Building ID and First Floor Wall Sign Allowance

Top Floor Tenant signs are limited to two per elevation.

Top floor tenant sign area is determined based on length of the tenant suite and then multiplied by 1.5 (double frontage calculations may be utilized if the tenant is locating top floor sign on more than one elevation) or the two signs on a single elevation top floor may share 1% of the total elevation SF for that elevation side (grade to parapet, side to side).

Top floor signs may not utilize the additional 25% that Projecting and First Floor Signs are allotted.





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Dotted red lines indicate suggested envelopes for potential sign locations
 Signage may extend beyond dotted boundaries if in compliance with the Gilbert Sign Ordinance and Landlord approval
 Constructed sign must match sign permit documents and may not be changed in the field

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Illuminated dimensional letters mounted on canopy
 Allowable Tenant Sign Configurations for
 Retail Signs on Canopies



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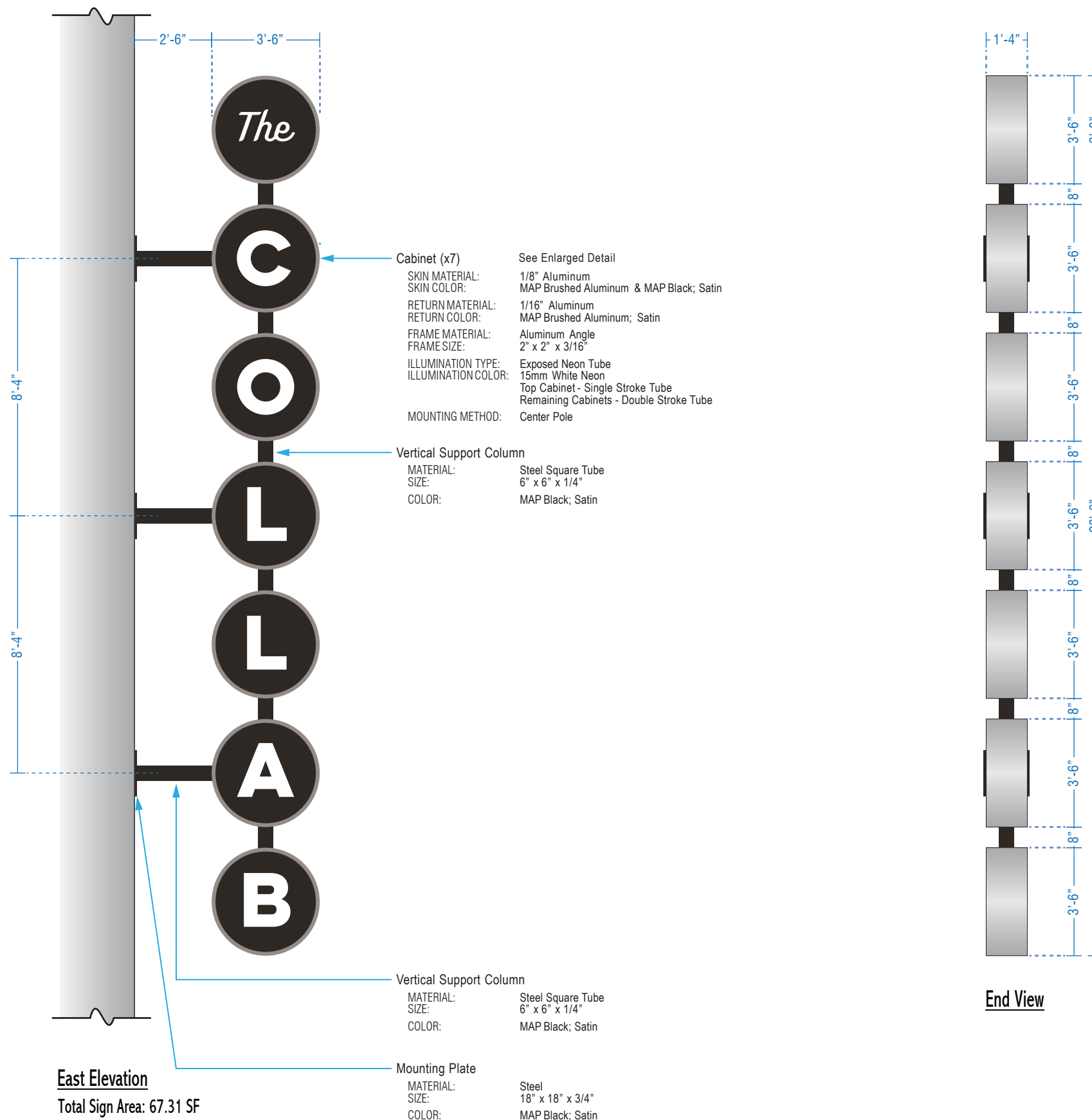
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Dimensional logo and lettering with internal front illumination
 Allowable Tenant Sign Configurations for Building Mounted Office Tenant Signs



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Cabinet
1/8" Aluminum Face and
1/16" Aluminum Return over
Angle Frame

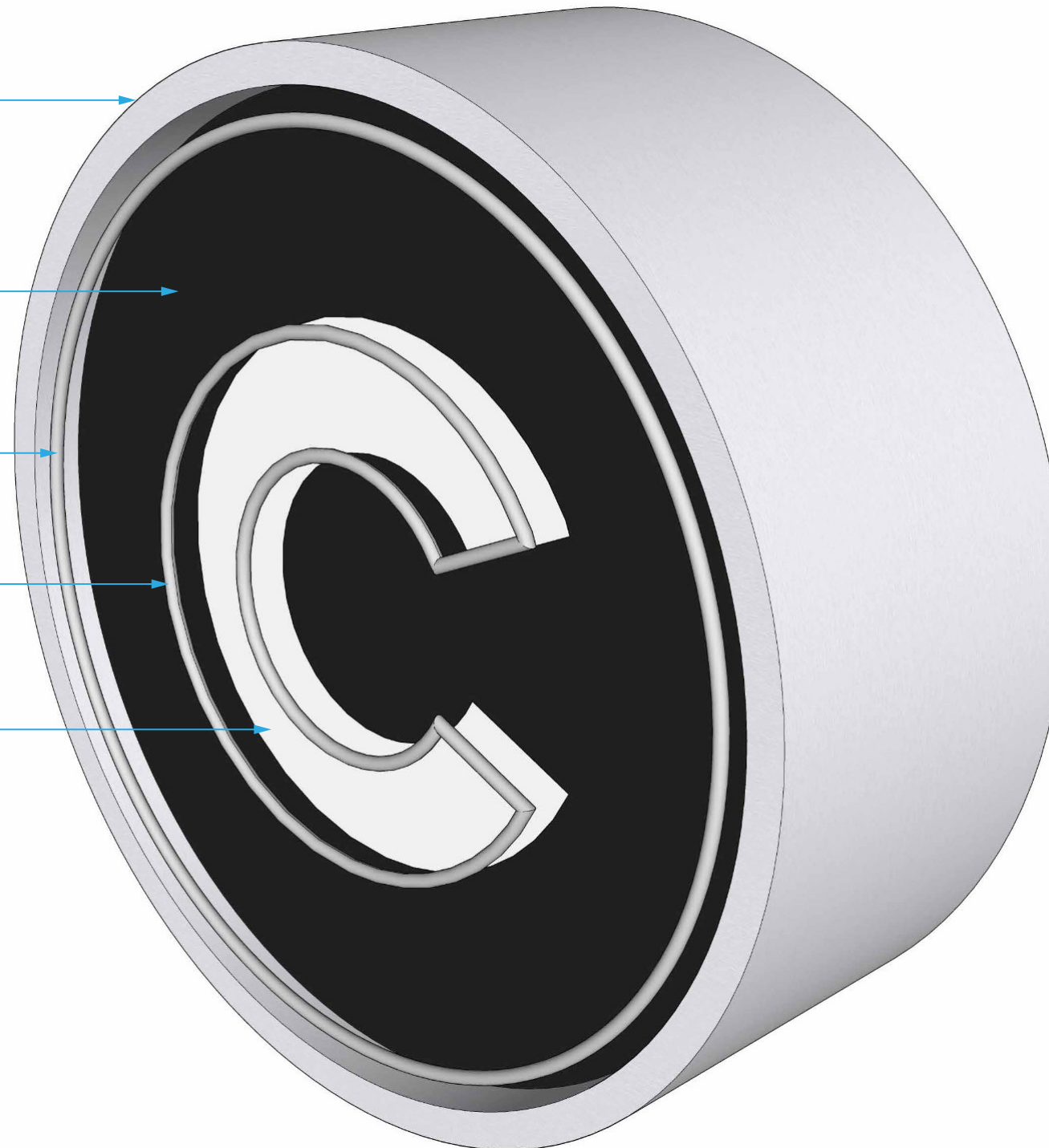
Painted MAP Brushed Aluminum; Satin

Face
1/8" Aluminum Face
Recessed 2 1/4"
Painted MAP Black; Satin

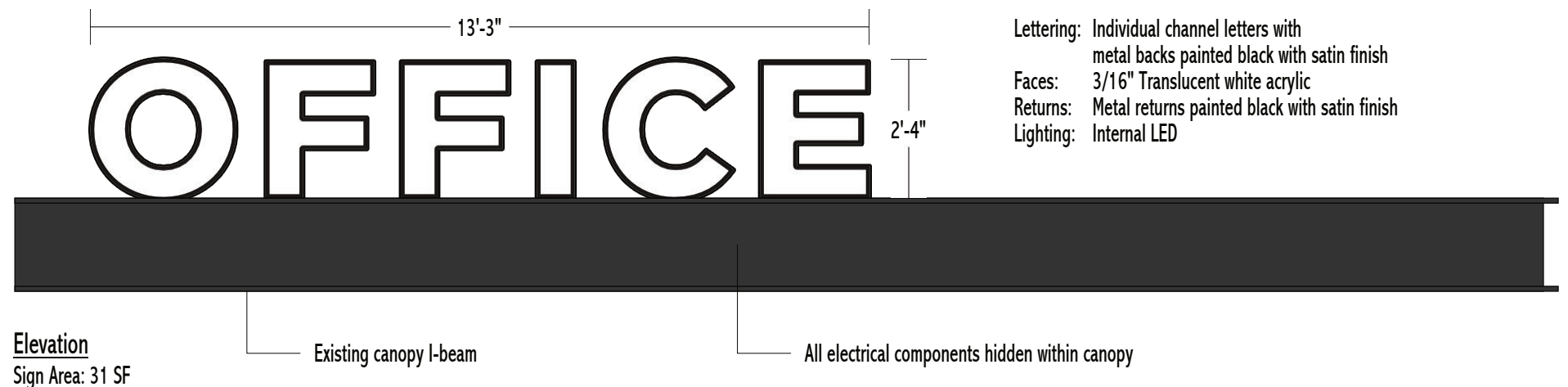
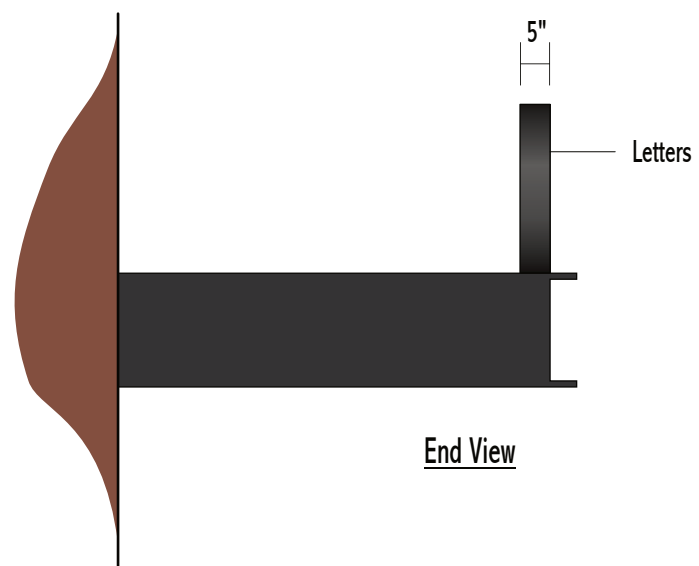
Neon Border
15mm 6500 White

Neon Letter
15mm 6500 White
Double Stroke

Letter Backer
Routed Copy With Internal LED Illumination
3/16" Translucent White Acrylic



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Lettering: Individual channel letters with
metal backs painted black with satin finish
Faces: 3/16" Translucent white acrylic
Returns: Metal returns painted black with satin finish
Lighting: Internal LED

Raceway is not to be visible along front or sides of canopy

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